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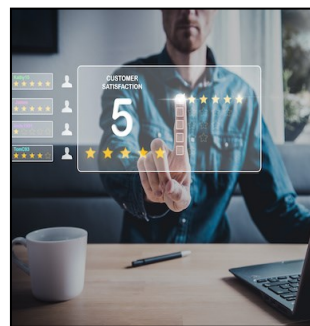
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## Your MSP Marketing Needs Client Reviews to Back it Up



Recently, Google has updated its requirements to run local ads from 1 review to 5 reviews. If you've been neglecting collecting reviews, now is the time to start, as they increase the value of your MSP marketing efforts.

### Google Changes Local Ad Requirements

What's a local ad? Google Local Services Ads (LSA) are online ads that feature local service businesses such as plumbers, HVAC, electricians, cleaning services and other B2C and B2B companies. As we often note, Google focuses on local companies, assuming that when someone searches for a

business, they are looking for something nearby. This is why you must ensure you market your MSP to your local customers.

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### Twitter 101 - Character Count Limits and Best Practices

## Social Media 101

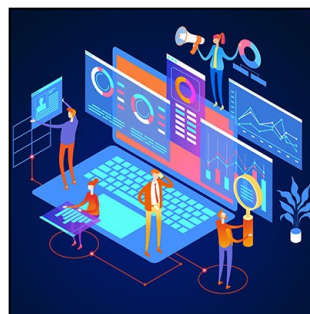


When Twitter was first established in 2006, the restrictions on a post's character count were much more stringent compared to other social media platforms. While these restrictions have loosened, your social media marketing strategy for promoting your services as an MSP will need to evolve, as Twitter will be much different compared to other platforms...



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[jmct.io/twittercounts](https://jmct.io/twittercounts)

## 4 Steps To a Successful MSP Marketing Campaign



MSP marketing is different from how most other businesses market their services. First and foremost, when someone considers contacting an MSP, they usually do so when something goes wrong. MSPs don't rely on impulse buyers. No one wakes up deciding they need a server and a service agreement. So, how do you convince them that they do?

### 4 Steps to a Successful Online MSP Marketing Campaign

#### Step 1. Create an MSP-Themed Website

While many marketing agencies offer website design as part of their overall marketing plan, the reality is that generic business-themed websites won't work for an MSP. The simple truth is, and as an MSP, you know this; most businesses don't know what a managed service provider is, let alone what you do.

They know that they're having issues with spam, or their workstations seem to be getting slower every day, and they want someone to help them solve their technology problems. To make matters more challenging is that most marketing agencies don't know what an MSP is either, so how can they market your MSP if they don't understand what you do?

The goal of your MSP website is to inform people of what you do and how you can help them solve the technology problems that plague their business. If a picture tells a thousand words,

*(Continued on page 2)*

## How to Optimize Your Google Business Profile: Part 5



If you've made it this far into our series, good for you, you're on your way to finishing mastering your Google

Business Profile. For the last segment of our series, let's continue our discussion on Google Business profiles and how to really make your profile yours, and how to use it for engagement from your audience!

### How to Make The Most of Your Google Business Profile

You know the old adage that "less is more?" Well, in this case, forget it. The more specific you can make your Google Business Profile, the more effectively Google can link it to the search queries coming in. Plus, the more information your prospects can find out here, the more likely it is that

they'll find a reason to investigate further.

This is what is known as relevance, one of three ranking factors that Google leans heavily on. The other two, distance and prominence, are all combined to create the most practical match for a local searcher's inquiry. How well does your business' profile match what has been searched for, how close is your business to the location of the searcher, and how do your reviews from all around the Internet look? Including the right keywords here can be hugely effective, so don't forget to check your Google Analytics to identify promising ones to use.

Otherwise, there are a few other ways that you can add value to your business' profile:

#### Customize Your Attributes

Remember the business categories we referenced earlier? Depending on the

ones you selected, your GBP can be adapted to even more closely suit your business. As an MSP, you can list your available services there, and some of your other business details, pertaining to everything from accessibility to health requirements.

#### Add Plenty of Photos!

We've spoken at length about the power of a picture, so give Google plenty to share. Exterior shots, team photos, common areas, all of these and more can add value. Sticking to these guidelines will help make these photos even more effective:

- Use JPG or PNG formats.
- Keep your images between 10 KB and 5 MB
- Stick to a minimum resolution of...



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## 4 Steps To a Successful MSP Marketing Campaign

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what are you telling potential leads if your website is full of generic "business casual" people and nothing related to the benefits managed services can bring to their business?

Moreover, unless the marketing agency specifically has or had MSPs as clients, chances are they don't have any content to get you started. They may even lack the resources needed to create the MSP-centric content you need to attract visitors to your site. Content designed specifically for MSPs is critical because Google and the other search engines rely on your content to determine whether or not your website is a good fit and can provide the answers searchers are looking for.

### Step 2: Develop your SEO Strategy

SEO (Search Engine Optimization) is the primary tool driving traffic to your website. The more traffic you have, the greater your chances are of converting and making a sale. This is why SEO needs

to be treated as an essential component of your MSP marketing strategy, not an afterthought. Finally, SEO takes time to gain traction; unfortunately, so many try SEO for a couple months and give up, saying that SEO doesn't work for MSPs. Having a website isn't a marketing plan. The plan comes when you decide how you will get people to see and visit your website.

It doesn't matter how great your website is if no one can find it. With millions of searches daily, you must ensure your website can break through the noise. This is where SEO comes in. SEO aims to place your business in front of potential clients by having your website as close to the first page of Google as possible. Page position is vital because if you're one of the first businesses seen in a search result, you increase your chances of making a sale.

A good SEO plan involves both on-page (also known as technical SEO) and off-page SEO. Off-page SEO is usually where most MSPs fall flat. We're all technical

people, so this makes sense. That being said, technical on-page SEO can only get you so far. Even the most perfectly optimized websites won't necessarily rank very well without other stuff going on.

Having good relationships with your local Chamber of Commerce and other local groups can help with this, as well as ensuring that you have captured all of your business directory listings. A strong social media presence is important too. The most important aspect of all, however, is content.

### Step 3: Create Your MSP-Themed Content

Having your website show up on Google has grown to be less about individual keywords stuffed on your website. The goal of most search engines is to determine whether or not your website provides the answers...



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## Your MSP Marketing Needs Client Reviews to Back it Up

(Continued from page 1)

When enrolling in Google local service ads, the advantage businesses have is that their ads appear first, above the organic search results and regular Google Ads. These ads are the first thing a potential customer will see when searching for a service. This is important because, as with page rank, the closer to the top of a search engine result, the more likely you will gain the attention of potential customers...before your competitors do. One thing to remember is that Google's primary mandate is to ensure users of its platform have a good user experience and the big G is constantly making changes to ensure this happens. For example, as a reaction to black hat SEO, Google now

focuses on content and not keywords to determine which website has the best answer to a question. Google's new requirement for five reviews before allowing a business to run a local service ad is a similar response to customers having poor experiences.

Before this recent change, if you wanted to run a local ad, all you needed was a single review, making it relatively easy for any business to run local ads. Unfortunately, with such a low bar to entry, there was an increased risk of customers having a poor experience when interacting with some businesses. What we are witnessing is Google reacting to customers' complaints and, as such,

increasing the review requirement to install customer confidence in a business.

### Why This Matters to Your MSP Marketing Goals

While Google's latest update focuses on local service ads, you should always view any changes Google makes as part of your long-term MSP marketing strategy. There should be little doubt that Google will continue to emphasize the importance of reviews to give customers confidence in a business' ability to do the job...



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[jmct.io/clientreviews](https://jmct.io/clientreviews)

## What Can a JoomConnect Form Do?



Our JoomConnect integrations help to automate a lot of critical processes for managed service

providers to make their sales, service and marketing efforts standardized and simplified. We wanted to take a few moments to dive into some of the capabilities that a form on your website's landing pages can offer in conjunction with ConnectWise Manage and Autotask.

### Create New Companies in ConnectWise / AutoTask with a Form Submission

If a visitor fills out a form on one of your website's landing pages, the information it contains will be compared to the records in your ConnectWise Manage or Autotask PSA to see if the name and email match any that you've collected so far. If not, you have a choice to have a new company created using this information or add them to an existing company like your CATCHALL.

With ConnectWise Manage, you can choose to attach the contact to an existing

company based on the domain name in their email address.

Of course, the contact creation is just the start of how your forms and your ConnectWise Manage or Autotask PSA can play nicely with one another.

### Your Forms Can Automate Sales, Marketing and Support Processes in PSA

Let's go over the capabilities that your forms can provide.

#### Generating a Service Ticket

Your forms can kick off the creation of a new service ticket, applied to any service board or ticket category in any status you've defined as an option. Working ahead of time, you can dictate how certain tickets will be configured—what kind of ticket it is, how much time can be given to it, things like that—and provide the different notes that each ticket needs to have, amongst other functions.

Let's break it down:

Create a service ticket on whatever board / category you specify. That ticket can be created in any **status** on that...



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[jmct.io/jcforms](https://jmct.io/jcforms)



**AUTOMATE AND GET MORE OUT OF YOUR MSP MARKETING AND WEBSITE.**

Increase the value of your marketing efforts with a website integration for your PSA!

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REVIEW US ON  
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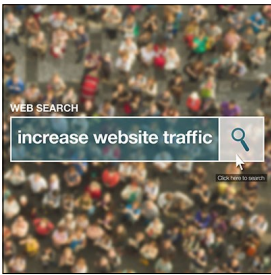
We would be incredibly grateful if you could take a couple of minutes to write a quick Google review for us. This will allow us to improve our service and let others recognize the value we provide.

**Thanks in advance!**

[jmct.io/googlereview](https://jmct.io/googlereview)



## Has the Traffic To Your MSP's Website Dropped?

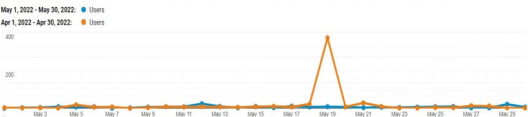


We recently discussed the issue of traffic bots and how to recognize them in your Google analytics. We will take this opportunity to explain why it's important to

understand how traffic bots can affect your data and what to do about it.

### How Traffic Bots Skew the Data Your MSP Marketing Relies Upon

The most important way traffic bots affect your data is that they can cause you to misjudge how visitors, which are potential leads, are interacting with your website. If we look at the chart, we see that there was significantly less traffic (nearly 97%) than in the previous month. At first glance, this should be a cause for concern. Any significant drop in traffic should be treated seriously, as it could indicate something seriously wrong with your website.



Since your website is your primary source of marketing your MSP, it is essential that it is optimized and works as expected. In this regard, you should take a deeper look at the source of the traffic variation. Knowing what is generating the traffic can assist you in determining whether or not the drop in traffic is a matter of concern.

### Why Does the Sources of Traffic Matter to Your MSP?

When it comes to marketing your MSP to potential leads, it is essential that you track how these leads interact with your MSP website. This

means understanding where your traffic is coming from, and what factors could be causing it to disappear. If you leap to a conclusion regarding your traffic sources, there's a chance you could misread the market, and derail your marketing efforts.

There are three basic sources of traffic: **Organic**, **Direct** and **Referral**.

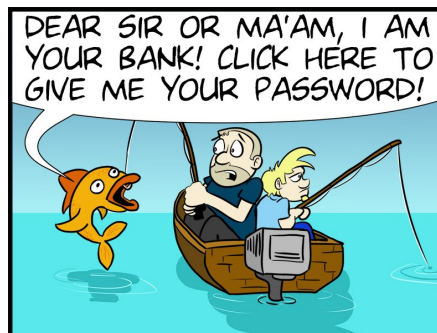
- **Organic traffic** is the traffic that comes to your site when people search for solutions to their problems or information about a subject. An example of organic traffic would be someone typing, "How to prevent SPAM" into a search engine and your MSP's service page or blog is shown as a search result.
- **Direct traffic** is as the name suggests, traffic which comes directly to your site via someone typing your website directly into the address bar, links contained within an email or saved bookmarks.
- Finally, **referral traffic** is traffic to your site that comes from links on other websites which link to yours. An example of this could be a link on a college's career's page which links to your jobs page.

Google Analytics can also display social traffic, email traffic, and other categories too.

Each of these traffic sources can provide you with insight into what services potential leads are interested in, but only if you understand how to evaluate them. It is when you understand your traffic that you will be able to decide on a tactic to attract the right type of traffic. Before you make a decision on tactics, you need to determine where the traffic is...



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